BUSINESS JOURNALISM
MAJOR, B.A.

Contact Information
School of Media and Journalism
Visit Program Website (http://www.mj.unc.edu)
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Stock market swings on Wall Street, changes in how corporate America
operates and is governed, and fluctuations in the United States and
global economies have left many journalists and communication
professionals scrambling to improve their skills to cover such stories.
The bachelor of arts with a major in business journalism teaches
undergraduate students the concepts, skills, and techniques needed to
report and write about such issues for media and journalism in the 21st
century. It is the only such program in the University system and the
only such undergraduate program at any public university east of the
Mississippi River.

The School of Media and Journalism, in conjunction with the Kenan–
Flagler Business School, created the major in business journalism to
enable potential journalists and other communication professionals to
address the growing need for understanding how markets and business
work and the ability to explain these increasingly complex areas in a way
that the average media consumer can understand. The program prepares
undergraduate students for positions primarily in journalism but also in
public relations and internal communications.

Admission Requirements
Students must apply within the School of Media and Journalism.
Applications will be accepted in the fall only. The earliest students may
apply is the fall of their sophomore year. Because admission to the major
is by application only, students should provisionally declare reporting
as their intended specialization in the school with an advisor in the
Academic Advising Program. To enter the program, students must be
classified as a sophomore with a total of 45 or more completed hours the
fall following their application and have a cumulative grade point average
of 3.1.

Students must provide the following documents:

1. application
2. résumé
3. writing sample
4. 200-word statement explaining why they want to join the program
5. two letters of recommendation

Department Programs

Majors

- Media and Journalism Major, B.A. (http://catalog.unc.edu/
  undergraduate/programs-study/media-journalism-major-ba)
- Business Journalism Major, B.A. (p. 1)

Minor

- Media and Journalism Minor (http://catalog.unc.edu/undergraduate/
  programs-study/media-journalism-minor)

Certificate Programs

- Certificate Programs in Media and Journalism (http://
  catalog.unc.edu/undergraduate/programs-study/certificate-
  programs-media-journalism)

Graduate Programs

- M.A. in Mass Communication (http://catalog.unc.edu/graduate/
  schools-departments/media-journalism/#programstext)
- Ph.D. in Mass Communication (http://catalog.unc.edu/graduate/
  schools-departments/media-journalism/#programstext)
- M.A. in Technology and Communication (http://catalog.unc.edu/
  graduate/schools-departments/media-journalism/#programstext)

Student Learning Outcomes
Upon completion of the business journalism program, students should be
able to:

- Understand and apply the principles and laws of freedom of speech
  and press
- Think critically, creatively, and independently
- Conduct research and evaluate information
- Write correctly and clearly early in students' career at the School of
  Media and Journalism
- Apply tools and technologies appropriate for the communications
  professions in which they work
- Demonstrate specific knowledge in a substantive area of the field

Requirements
In addition to the program requirements, students must

- attain a final cumulative GPA of at least 2.0
- complete a minimum of 45 academic credit hours earned from UNC–
  Chapel Hill courses
- take at least half of their major course requirements (courses and
  credit hours) at UNC–Chapel Hill
- earn a minimum of 18 hours of C or better in the major core
  requirements (some majors require 21 hours).

For more information, please consult the degree requirements section of
the catalog (http://catalog.unc.edu/undergraduate/general-education-
curriculum-degree-requirements/#degreerequirementstext).

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BUSI 101</td>
<td>Management Accounting</td>
<td>4</td>
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<tr>
<td>BUSI 403</td>
<td>Operations Management</td>
<td>3</td>
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<tr>
<td>BUSI 404</td>
<td>The Legal and Ethical Environment of Business</td>
<td>1.5</td>
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<td>BUSI 408</td>
<td>Corporate Finance (BUSI 101 and ECON 101 are</td>
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<td></td>
<td>prerequisites)</td>
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MEJO 121 Introduction to Digital Storytelling 3
MEJO 141 Media Ethics 3
MEJO 153 Writing and Reporting 3
MEJO 340 Introduction to Media Law: Journalism Focus 3
MEJO 541 Economics Reporting 3
MEJO 542 Business Reporting 3
MEJO 550 Business and the Media 3

Additional Requirements
At least two courses from: 4.5-6
BUSI 401 Management and Corporate Communication
BUSI 405 Leading and Managing: An Introduction to Organizational Behavior
BUSI 406 Marketing
BUSI 407 Financial Accounting and Analysis
BUSI 409 Advanced Corporate Finance

One course from the following: 3-4
MATH 152 Calculus for Business and Social Sciences
MATH 231 Calculus of Functions of One Variable I
MATH 232 Calculus of Functions of One Variable II
STOR 112 Decision Models for Business
STOR 113 Decision Models for Business and Economics
STOR 155 Introduction to Data Models and Inference
ECON 101 Introduction to Economics

State and local government and politics requirement. At least one course from the following: 3-6
POLI 101 State and Local Government in the United States
POLI 130 Introduction to Comparative Politics
POLI 150 International Relations and World Politics
POLI 202 The United States Supreme Court
POLI 203 Race, Innocence, and the Decline of the Death Penalty

Total Hours 49-51

H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

1 Students receiving credit by examination for both MATH 231 and MATH 232 are exempt from this requirement.

Of the basic 120 hours for graduation at least 72 hours must be outside media and journalism. Within those 72 hours, at least 65 must be in the College of Arts and Sciences.

MEJO 393 will count in the maximum of 48 credit hours allowed in media and journalism for graduation and in the total 120 credit hours required by the University.

Special Opportunities in Media and Journalism

Honors in Media and Journalism
An honors program is available to students who have demonstrated their ability to perform distinguished work. Invitation to the senior-level honors courses (MEJO 691H and MEJO 692H) is based upon a grade point average of 3.5 or better in the major and 3.3 overall, recommendation by a faculty member in the school, and approval by the director of the honors program. Students successfully completing the program graduate with honors or with highest honors.

Student Internships
Students are encouraged to work on campus publications and programs such as The Daily Tar Heel, Black Ink, Blue & White, The Siren, Synapse, and the Her Campus Web site, among others. The school also offers a number of opportunities to gain professional experience including "Carolina Week," "Carolina Connection," "Sports Xtra," The Durham VOICE, Reese News Lab, and Heelprint Communications. Students are also encouraged to join appropriate professional organizations, including campus chapters of the Society of Professional Journalists, American Advertising Federation, Public Relations Student Society of America, Carolina Association of Black Journalists (affiliated with the National Association of Black Journalists), Electronic News Association of the Carolinas, Society for News Design, National Press Photographers Association, Carolina Association of Future Magazine Editors, and SABEW.

Student Involvement
Students are encouraged to work on campus publications and programs such as The Daily Tar Heel, Black Ink, Blue & White, The Siren, Synapse, and the Her Campus Web site, among others. The school also offers a number of opportunities to gain professional experience including "Carolina Week," "Carolina Connection," "Sports Xtra," The Durham VOICE, Reese News Lab, and Heelprint Communications. Students are also encouraged to join appropriate professional organizations, including campus chapters of the Society of Professional Journalists, American Advertising Federation, Public Relations Student Society of America, Carolina Association of Black Journalists (affiliated with the National Association of Black Journalists), Electronic News Association of the Carolinas, Society for News Design, National Press Photographers Association, Carolina Association of Future Magazine Editors, and SABEW.

Internships
The school strongly encourages students to obtain internships because they provide invaluable professional experience. Reporting, advertising, photo and video journalism, graphic design, broadcast news, public relations, business, and other internships are possible. Majors can enroll in MEJO 393 to receive internship credit (one credit hour, repeatable three times). MEJO 393 fulfills the experiential education General Education requirement. The school’s career services director oversees internship credit. MEJO 393 cannot be counted in the minimum of 39 credit hours required by the school, but it will count in the maximum of 48 credit hours allowed in media and journalism for graduation and in the total 120 credit hours required by the University. MEJO 153 is a prerequisite.

Study Abroad
Students are encouraged to study abroad. In addition to the programs available to all students through the UNC Study Abroad Office, the school has its own study abroad exchanges with top media and journalism schools in Australia, Argentina, Chile, France, Hong Kong, London, and Spain. Students should consult with the school’s study abroad advisor (located in Carroll Hall) to determine any media and journalism course credit prior to the study abroad term.

Undergraduate Scholarships
Many special scholarships are available to media and journalism majors and to students transferring into the school. For information, see the
school’s Web site (http://mj.unc.edu) or write the senior associate dean of the school by December 1 for the following academic year.

**Undergraduate Research**

Undergraduates participate in research through a research pool that assists faculty members in their research and creative activities, through independent studies with faculty members to work on specific projects, and through the school’s honors program, which engages the student in substantive research that culminates in a thesis in the senior year.